EXCLUSIVELY SENIOR HR OFFICERS

95% of practitioners would recommend the conference to colleagues.

2016 SPONSORSHIP PROSPECTUS

WWW.HRODAYFORUM.COM/APAC
@HRODAY #HROTAPAC
The 2016 HRO Today Forum APAC in Singapore will once again bring the leading thinkers and practitioners to share best practices and build relationships that improve the services of HR. Delegates include the leaders of HR and HR operations, recruitment and talent, change management, payroll and learning from large and midmarket companies. Sponsors include the most prominent providers, technology firms, and advisors in HR outsourcing, technology, and consulting. The wide array of sponsorship opportunities the HRO Today Forum APAC allows us to help you find the most effective way to reach out to our attendees and maximize your visibility at the event.

All sponsors are recognized prominently before, during and after the event as leading supporters of the HRO Today Forum APAC and the HR movement. The opportunities listed in the prospectus are designed to fit a variety of budgets and may be combined to meet the desired levels. Maximize your participation with an HRO Today Sponsorship and network with senior-level HR practitioners who have expiring vendor contracts.

TO LEARN MORE OR PROPOSE A UNIQUE SPONSORSHIP OPPORTUNITY, CONTACT:
D. Zachary Misko
Vice President
Global Executive Director, HRO Today Services and Technology Association
Office Phone: +1 (215) 606-9552
E-Mail: Zachary.Misko@SharedXpertise.com

Steve LaMotta, HCS, SPHR
Vice President
Sharedxpertise
Office Phone: +1 (215) 606-9519
E-Mail: Steve.LaMotta@SharedXpertise.com
VIP SPONSORSHIP - US$40,000

- An exclusive 30-minute plenary session on the main stage at the HRO Today Forum. Your presentation must be consistent with the theme of the program.
- Introduce a Keynote Speaker at one of HRO Today Forum APAC Plenary Sessions.
- Display three :30 second videos throughout the event, one of which will be in advance of introducing the keynote.
- Acknowledgment at the opening and the end of the event.
- Submit a presentation for consideration at the event in the relevant track.
- Prominent logo exposure as a lead sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prominent logo on the main stage and throughout the event.
- 10 complimentary passes to the HRO Today Forum APAC event for your clients. (Value: US$5,750)
- 10 complimentary staff passes. (Value: US$5,750)
- VIP seating at all event plenary sessions.
- Distribution of your collateral in a “Thought Leadership” area at the event.
- Allocated a table at Lunch to host named delegates.
- Allocated a six-foot tabletop prime display space for your own exhibition stand.
- One complimentary full-page ad in the HRO Today Forum APAC event guide.
- Company profile in the HRO Today Forum APAC event guide.
- Inclusion in all press releases related to the HRO Today Forum APAC event.
- Receive the HRO Today Forum APAC opt-in attendee list with full contact information.
- Inclusion in a multi-sponsor webcast prior to HRO Today Forum APAC event.
- Advanced logo recognition on the HRO Today Forum APAC website with a hyperlink back to your website.
- A :30 second video prominently posted on the HRO Today Forum APAC website.
- Post unlimited thought leadership material to the Issue Briefs on the event website.
- Invitation to sit on the HRO Today Forum APAC Advisory Council.
SPONSORSHIP OPPORTUNITIES

PREMIER SPONSORSHIP - US$22,500

- An exclusive 30-minute plenary session on the main stage at the HRO Today Forum. Your presentation must be consistent with the theme of the program.
- Host of a conference track at the HRO Today Forum APAC. (note only one per track)
- Display two :30 second videos throughout the event, one of which will be at the relevant track introduction.
- Acknowledgment at the opening and the end of the event.
- Prominent logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Prominent logo on the main stage throughout the event.
- 10 complimentary passes to the HRO Today Forum APAC event for your clients. (Value: US$5,750)
- 5 complimentary staff passes. (Value: US$2,875)
- Distribution of your collateral in a “Thought Leadership” area at the event.
- One complimentary full-page ad in the HRO Today Forum APAC event guide.
- Company profile in the HRO Today Forum APAC event guide.
- Inclusion in all press releases related to the HRO Today Forum APAC event.
- Receive the HRO Today Forum APAC attendee list with full contact information.
- Advanced logo recognition on the HRO Today Forum APAC website with a hyperlink back to your website.
- A :30 second video prominently posted on the HRO Today Forum APAC website.
- Inclusion in a multi-sponsor webcast prior to HRO Today Forum APAC event.
SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP - US$19,500

- Alignment with relevant conference track.
- Your product will be displayed in an HRO Today Forum.
- APAC e-Newsletter prior to the event.
- Prominent logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- 8 complimentary passes to the HRO Today Forum APAC event for your clients. (Value: US$4,600)
- 4 complimentary staff passes. (Value: US$2,300)
- Distribution of your collateral in a “Thought Leadership” area at the event.
- One complimentary half page ad in the HRO Today Forum APAC event guide.
- Company profile in the HRO Today Forum APAC event guide.
- Inclusion in all press releases related to the HRO Today Forum APAC event.
- Advanced recognition on HRO Today Forum APAC website with a hyperlink back to your website.
- A :30 second video prominently posted on the HRO Today Forum APAC website.
SILVER SPONSORSHIP - US$15,000

- Logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Advanced recognition on HRO Today Forum APAC website with a hyperlink back to your website.
- 6 complimentary passes to the HRO Today Forum APAC event for your clients. (Value: US$3,450)
- 3 complimentary staff passes. (Value: US$1,725)
- One complimentary quarter page ad in the HRO Today Forum APAC event guide.
- Company profile in the HRO Today Forum APAC event guide.

As an HRO Today Forum APAC Sponsor you’ll:

- Make your solutions mission-critical business tools for senior-level HR executives
- Discuss your solutions with senior HR executives that have purchasing power
- Capture new qualified leads
- Increase brand awareness and market share
- Give the most senior-level HR officers a reason to purchase your solutions
- Differentiate your solutions from your competitors
- Receive global exposure for your business to a targeted audience of senior executives via the HRO Today community

BRONZE SPONSORSHIP - US$9,000

- Logo exposure as a sponsor on all event signage, invitations, advertisements, and any additional promotional efforts undertaken.
- Advanced recognition on HRO Today Forum APAC website with a hyperlink back to your website.
- 4 complimentary passes to the HRO Today Forum APAC event for your clients. (Value: US$2,300)
- 2 complimentary staff passes. (Value: US$1,150)
- Company profile in the HRO Today Forum APAC event guide.

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Steve LaMotta, HCS, SPHR
Vice President
Sharedxpertise
Office Phone: +1 (215) 606-9519
E-Mail: Steve.LaMotta@SharedXpertise.com
HRO Today Forum APAC

APAC Attendee Breakdown:

- **PRACTITIONER** (61%)
- **PROVIDER** (33%)
- **OTHER** (6%)

Previous Attendees Include:

<table>
<thead>
<tr>
<th>Practitioner</th>
<th>Provider</th>
<th>Other</th>
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<tbody>
<tr>
<td>ABS</td>
<td>Datacraft Asia Pte Ltd</td>
<td>Johnson &amp; Johnson Pte Ltd</td>
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<td>AchieveGlobal</td>
<td>DBS Bank</td>
<td>Kaba Singapore</td>
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<td>Dimension Data Asia Pacific</td>
<td>Lenovo Singapore Pte Ltd</td>
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<td>JDSU</td>
<td>R &amp; J Consulting</td>
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Other:

- ABS
- AchieveGlobal
- Aeroflex Asia Limited
- Affymetrix Pte Ltd
- Agility Logistics
- Air Products Asia
- Alliance Healthcare Group
- American Bureau of Shipping AIA
- Amfraser Securities Pte Ltd
- ANZ
- Applied Materials
- Arvato Digital Services
- Asia-Pacific Connections
- Asterix Pte Ltd
- AT&T Singapore Pte Ltd
- AusGroup Singapore Pte Ltd
- Australia & New Zealand Bank
- Avnet Electronic Marketing
- Avon
- Bank of America Merrill Lynch
- Banyan Tree Corporate
- Banyan Tree Hotel & Resorts
- Britania Maris Technology
- Black Mountain (HK) Ltd
- British Council
- BTL Consultants
- Buck Consultants LLC
- Cape Group Global CapitalLand
- Cargill
- CDP Group, Ltd.
- Celestica
- Ceris Cisco Security Pte Ltd
- CEVA Asia Pacific Holdings Co. Charoen
- Pakphand Foods PCL Charters
- Cit Asia Pacific
- Citibank
- Citrus Public Relations Pte Ltd CommScope
- Corning China
- Coutts
- Creative Technology Ltd
- Credit Suisse
- CSS Industrial Pte Ltd

WWW.HROTDAYFORUM.COM/APAC
@HROTDAY #HROTAPAC
SPONSORSHIP OPPORTUNITIES

NETWORKING EVENTS

Make a stronger connection with your customers and prospects by sponsoring a networking event at the HRO Today Forum APAC.

**HRO Today Awards Gala Headline Sponsor - US $50,000**
The HRO Today Awards Gala has been the highlight of the year and an aspiration for those in the HR industry both regionally and globally. Don’t miss your chance to sponsor this prestigious event and connect with the world’s most influential HR executive.

**HRO Today Forum APAC Opening Drinks Reception - US $15,000**
Celebrate the opening of the HRO Today Forum APAC as the exclusive sponsor of this reception. Provide welcoming remarks and have your logo featured on event signage and beverage napkins.

**HRO Today Forum APAC Lunch Sponsor - US $15,000**
Provide HRO Today Forum APAC attendees with a full lunch that will let them graze and schmooze happily. Fire them up for the rest of the day! You can give the attendees company information and/or gifts for each table.

**HRO Today Forum Awards Gala Table Sponsorship - US $10,000**
Don’t miss your chance to have a branded table at this prestigious event and connect with the world’s most influential HR executives.

**HRO Today Forum APAC Closing Reception - US $9,000**
Celebrate the closing of the HRO Today Forum APAC as the exclusive sponsor of this reception. Provide remarks and have your logo featured on event signage and beverage napkins.

**HRO Today Forum APAC Breakfast Sponsor - US $9,000**
Your mom was right... breakfast IS the most important meal of the day! Help the HRO Today Forum APAC attendees get their eyes open and their day started by giving them coffee, bagels, fruit juice, and other delicious delicacies. They’ll be ever so grateful.
ADVERTISING & PROMOTION

Your logo on signage and other displays will leave a lasting impression on HRO Today Forum APAC attendees.

HRO Today Forum APAC SOCIAL MEDIA - US $19,500
Be involved in a year-long campaign around the event, and at-event online media. Recognition includes your logo and hyperlink across social media tools.

HRO Today Forum APAC ONLINE CONFERENCE REGISTRATION - US $15,000
Get a head start on advertising by sponsoring the HRO Today Forum APAC online registration. Recognition includes your logo and hyperlink on all official registration tools and confirmation emails.

TECHNOLOGY DEMO - US $9,000
Demo your offering during a networking break in a designated, fully branded room.

LANYARDS - US $9,000
Provide your own lanyards for all the delegates to wear for the duration of the event.

INTERACTIVE VOTING - US $9,000
In addition to branding on all voting questions, you also have a unique opportunity to be involved in the development of the survey questions for post-event publication.

EXHIBITION SPACE - US $9,000
An opportunity to have an exhibit in the networking area at The Forum.

PRESS ROOM SPONSOR - US $5,000
Feature your company at the press hub of the HRO Today Forum APAC. Includes your logo on signage and table tents.

COFFEE BREAK - US $5,000
Have your logo printed on signs and table tents during the coffee breaks at the HRO Today Forum APAC.

SUPPORTING SPONSOR - US $5,000
Have your logo printed in the event brochure and promoted on the website.

HRO Today Forum APAC EVENT GUIDE FULL PAGE AD - US $2,500
Enjoy increased logo presence by advertising your company logo on one full-page, colour ad in the HRO Today Forum APAC Event Guide.

HRO Today Forum APAC EDUCATIONAL SPONSORSHIPS

HRO TODAY FORUM APAC PRESENTATION SHOWCASE - US $10,000
A rapid-fire series of insight and innovation that will change the way you think about HR. Capture attendee mindshare by presenting your HR innovation in 10 minutes that will change the way practitioners think about HR. Content subject to review/approval by the HRO Today Forum selection committee.

HRO TODAY FORUM APAC SOFTWARE SHOWCASE - US $10,000
Present your transformational software solution in 10 minutes to the most influential HR executives at the HRO Today Forum. Don’t miss this chance to present your solution’s key benefits in front of the entire HRO Today Forum audience.
**EVENT TESTIMONIALS**

“"The HRO Today Forum APAC event was very eventful. I had the opportunity to learn and network with fellow HR practitioners and key speakers on how HR can be more strategic."”

Karen Tan, Senior Manager, Total Rewards Ops, APAC, Tyco International, Asia, Inc.

“"I really enjoyed the opportunity to network with peers and colleagues at the HRO Today Forum APAC event. The theme around innovation was fantastic, and knowing that some of my peers and colleagues are having the same experiences, and the ability to share those experiences has been fantastic. Really enjoyed it, just absolutely loved it.””

Mark Howes, Head of Human Resources, Ericsson Australia & NZ

“"I was a speaker at the HRO Today Forum APAC event and it was a tremendous success. It motivated me to think more broadly about the possibilities of HR and the different roles that providers can play in terms of providing services to organizations, but also how the field can evolve to think about more innovative solutions to the types of business challenges various organizations are facing. I think this is an exciting time for the Asian Pacific region, and I definitely was able to get more insight about what that looks like today, and what it might look like tomorrow.””

Ian O. Williamson, Associate Dean of International Relations, Melbourne Business School (Australia)

“"The HRO Today event hosted in Singapore is a must for any senior HR and talent acquisition professionals in Asia. A great balance of vendors and buyers creates a relaxed and informal environment where people can share insights, build valuable relationships and learn from great case studies and inspirational speakers about the key trends impacting our industry. This year we were fortunate to have Graeme Codrington from Today Tomorrow sharing his ‘five disruptive forces shaping the new world of work’ – in a word, awesome. Miss it and miss out!””

Andy Willshaw, Hiring Solutions, Asia, LinkedIn

“"This was the second year that I have attended. I think it is a really great opportunity to come and learn from competitors and other companies in different industries about what’s going on within the HRO world and also from the providers as well. You get a lot of great information from people about what they are doing, what their challenges are and that is something that I can take back to my organisation to help us to improve.””

Mark Heldey, SVP Regional Head of Resourcing, Citibank